

ROHIT CHOUHAN

Business Analyst/Product Manager

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An enthusiastic & high energy driven professional, targeting assignments in **Product Management and Business Analysis** with an organization of repute; across **Pan-India**

Profile Summary

- A result-oriented professional with **4 years of experience** in **Business Analysis and Product Management**
- **Doing Market Analysis and formulating workshops** for understanding **requirements of clients & other multiple stakeholders** followed by translation into functional specifications as well as provisioning of suitable solutions and making Business Requirement Documents (BRD), Functional Requirement Documents (FRD), User Stories and technical solution
- Known to the concepts of tracking and reviewing the page's traffic by using **Google Analytics** and skilled in product road mapping, effort estimating.
- Monitored ongoing & pipelined projects by using **JIRA Project Management Software (JIRA v7.7.1)**
- Creating **different Visuals Modals like Use Case Diagrams, Prototype, Wireframe** and more for better clarity of customer preferences/needs
- Reviewing / creating Test Scenarios and Test Cases along with Test Management & reporting to provide sign-off of requirements on UAT, Staging and CUG environments and maintaining quality processes, followed by post live movement analysis
- Experience in Business Analysis, Project Delivery in Retail Internet Banking, Branch Free Banking & Online Payment System
- Knowledge of **Agile Methodologies**, Project Tracking, Requirement Prioritization, Sprint Planning and so on
- Proficient in helping businesses to implement technology solutions in a cost-effective way by determining the requirements of any project or program, and communicating them clearly to stakeholders, facilitators and partners
- An effective communicator with excellent relationship management skills and strong analytical, and problem-solving capabilities

Education & Credentials

- **PGDB** (Post Graduate Diploma in Banking) from Manipal University, Bengaluru with 7.86 CGPA in 2017
- **B.Tech.-M.Tech.** Dual Degree Course in Information and Communication Technology from University of Rajasthan with 61% in 2015 (Interned from IIT Mandi and presented a research paper)

Professional Experience

Since Jan'17 with ICICI Bank Limited, Hyderabad, India as Deputy Manager (Business Analyst/Product Owner-Digital Channels) - Retail Internet Banking

Key Result Areas:

- Working on product planning and execution activities throughout the Product Lifecycle
- Gathering and prioritizing product and customer requirements, defining the product vision, and working closely with Engineering, Sales, Marketing and support to ensure revenue and customer satisfaction goals are met
- Developing strategic marketing plans for a product or product line through market research, competitive analysis, pricing, customer engagement, and business planning
- Ensuring timely delivery of projects with high regards to quality & maintaining customer relationships
- Translating client's requirement into product features in collaboration with Product Engineers
- Operating with the project stakeholders to understand their requirements and translating them into details, that developers can able to understand

Core Competencies

Business Development

Go-to Market Plans

Product Management

Business Insights/ Analysis

Marketing Analytics

Requirement Gathering

Project Management

Market Research

Soft Skills

Collaborator

Communicator

Innovator

Intuitive

Thinker

Analytical



- › Functioning on both architectural and functional issues with LOB's/cross-functional teams to achieve integration and clean business flows for projects of varying nature
- › Planning and ensuring ongoing co-ordination with local/regional Teams, for improved delivery of business results including managing of product queries
- › Analyzing and preparing business performance/ market trend/ competitive landscape reports
- › Identifying and implementing product improvements by leveraging channel, customer and competitive insights
- › Analyzing the **priority level, cost impact, manpower involvement** through the change requests from the client and consulting the Product Engineers for seamless execution
- › Conducting periodic product performance and defect analysis and optimizing as needed

Awards & Rewards

- › Instant Personal Loan Project was recognized as Asian Best Innovative Product and bagged Award from Asian Bank in 2018
- › Instant CC Project acknowledged by Times of India & listed as a best innovative product for the FY 2017-18
- › Secured best rating in organization in the year 2018, 2019 and 2020

Projects Executed

Title: Instant Personal Loan

Description: This feature was launched to provide a secure personal loan instantly to the customer's account in 3 seconds. It helps the customer to credit the amount into the account instantly.

- › Managed end-to-end digital flow
- › Reduced paperwork & time ingesting
- › Worked on Instant credit into customer's account

Title: Issuance of Instant Credit Card (Credit Card inAFlash)

Description: Credit Card InAFlash is a fully digital and paperless credit card application process through which credit card details are displayed instantly online. Basis these details customer can do an online credit card transaction immediately.

- › Selected card from a range of offerings suiting customer needs
- › Updated details to complete the application process
- › Generated Credit Card on-the-fly

Title: Digital Gold

Description: New feature launched on Internet banking platform which enables the customer to do – Buy, Sell & Request physical delivery of Gold.

- › Provided unified feature to buy/sell gold instantly through Savings Account
- › Customers can also request for physical delivery of 24K pure Gold coin/bar at their address

Title: Transaction using OTP authentication

Description: The project facilitates to customer to do transaction without using User id & password while doing the transactions to merchants (Shopping mall transactions).

- › Easy login while doing third party transactions
- › Secure transactions and reduced the time

Role:

- › Coordinated with the vendors and prepared the responsive screens
- › Assisted in identifying the key stakeholders during the initial stages of project execution
- › Prepared detailed Business Requirement and functional Test Cases relic
- › Monitored the Compatibility Testing on different Operating Systems and handsets
- › Performed the Functional Testing in UAT and staging environments and provided business sign-off
- › Conducted training sessions to operations and phone banking teams during delivery of the project

Personal Details

Date of Birth: 14th August 1992

Languages Known: English & Hindi

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